

Abstract

Bachelor thesis „Use of dialogic forms in broadcasting publicism for listenership of young age groups“ deals with dialogical types of programmes on broadcasting stations for young auditors.

The most important chapters of theoretical part introduce the outline of the Radio 1 and Český rozhlas¹ Radio Wave development from the beginning to nowadays, sociological characterization of young listenership, theory of journalistic genres, and methods for analysis.

The aim of practical part is to analyse language, genres and contents used in programme of Radio Wave and Radio 1 while analysing a week broadcasting and trying to list their characteristics. The work is primarily concerned with interviews broadcast on these broadcasting stations. The text offers the most complete picture of the form of dialogical programmes for young listenership.

Another aim is to analyse how is language being used in the public service radio (Radio Wave) and in the private commercial station broadcasting (Radio 1). Finally, on account of compile finding and data, it deduces parallel and different aspects of broadcast on these two stations. As a result, the bachelor thesis is a contribution to a study of radio broadcast for auditors of young age groups.

¹ Czech radio.